AMENDMENT TO THE CLAIMS

1-58.   (Canceled)

59.   (Previously presented) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first transaction;

determining a first transaction price for said at least one product being purchased during said first transaction;

offering said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

receiving an acceptance of said offer from said customer;

receiving, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and

allowing said customer to purchase said product during said second transaction for said second transaction price.

60.   (Original) The method of claim 59, further comprising:

providing said customer a benefit identifier associated with said at least one product.

61.   (Original) The method of claim 60, further comprising:

receiving said benefit identifier during said second transaction.

62.   (Original) The method of claim 61, further comprising:

determining a benefit based on said benefit identifier.

63.   (Previously presented) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first transaction;

determining a first transaction price for said at least one product being purchased during said first transaction;

providing said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

charging said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

allowing said customer to purchase said product during said second transaction for said second transaction price.

64.   (Previously presented) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first transaction;

determining a first price for said at least one product being purchased during said first transaction;

providing said customer a benefit for a second price during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for an amount equivalent to said first price;

charging the second price for the benefit to the customer, wherein the second price is different than the first price; and

allowing said customer to purchase said product during said second transaction for said amount equivalent to said first price.

65-80. (Cancelled)

81.   (Previously presented) A method, comprising:

determining a first price for which a first unit of a product is being purchased as part of a first transaction at a point of sale terminal;

determining a benefit, in which the benefit comprises a guarantee that no more than the first price for a second unit of the product will be charged if the second unit of the product is purchased as part of a second transaction;

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outputting, at the point of sale terminal, an offer to sell the benefit for a second price, wherein the second price is different than the first price; and

charging a customer that is purchasing the first unit of the product for the second price if the customer accepts the offer.

82.   (Previously presented) The method of claim 81, further comprising:

outputting, to the customer, a document that entitles the customer to be charged the first price for a second unit of the product.

83.   (Previously presented) The method of claim 82, further comprising:

receiving the document from the customer during a second transaction.

84.   (Previously presented) The method of claim 83, further comprising:

determining a current shelf price for the second unit of the product; and

charging the customer, for the second unit of the product, the lesser of the current shelf price and the first price.

85.   (Previously presented) A method, comprising:

determining a purchase total for a first transaction being conducted at a point of sale terminal, the transaction including a plurality of products;

determining a benefit, in which the benefit comprises a guarantee that an amount that is not greater than the purchase total will be charged for the plurality of products during a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a price, wherein the price is different than the purchase total; and

charging the price to a customer participating in the first transaction if the customer accepts the offer.

86.   (Previously presented) A method comprising:

determining a purchase total for a first transaction being conducted at a point of sale terminal;

determining an amount of savings received by a customer participating in the first transaction;

determining a benefit, in which the benefit comprises a guarantee that no less than the savings will be received by the customer during a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a price, wherein the price is different than the purchase total; and

charging the price to the customer if the customer accepts the offer.

87.   (Previously presented) The method of claim 86, wherein the guarantee comprises a guarantee that no less than the savings will be received by the customer during a second transaction if the customer purchases the same products in the second transaction as are included in the first transaction.

88-101. (Canceled)

102.   (Previously presented) An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

determine at least one product being purchased by a customer during a first transaction;

determine a first transaction price for said at least one product being purchased during said first transaction;

offer said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

receive an acceptance of said offer from said customer;

receive, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and

allow said customer to purchase said product during said second transaction for said second transaction price.

103.   (Previously presented) A computer-readable medium storing instructions adapted to be executed by a processor to:

    determine at least one product being purchased by a customer during a first transaction;

    determine a first transaction price for said at least one product being purchased during said first transaction;

    offer said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

    receive an acceptance of said offer from said customer;

    receive, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and

    allow said customer to purchase said product during said second transaction for said second transaction price.

104.   (Previously presented) An apparatus, comprising:

    a processor; and

    a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

        determine at least one product being purchased by a customer during a first transaction;

        determine a first transaction price for said at least one product being purchased during said first transaction;

        provide said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

        charge said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

        allow said customer to purchase said product during said second transaction for said second transaction price.

105.   (Previously presented) A computer-readable medium storing instructions adapted to be executed by a processor to:

determine at least one product being purchased by a customer during a first transaction;

determine a first transaction price for said at least one product being purchased during said first transaction;

provide said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

charge said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

allow said customer to purchase said product during said second transaction for said second transaction price.

106-107. (Canceled)

108.   (Previously presented) A method, comprising:

determining a product being purchased by a customer during a first transaction;

determining a product price associated with the customer's purchase of the product during the first transaction;

providing a benefit to the customer during the first transaction, wherein the benefit allows the customer to purchase the product during a second transaction for a second price that is equivalent to the first price;

charging the customer for the benefit, wherein the charging is for an amount that is different than the first or second prices;

determining, during the second transaction and on behalf of the customer, that a current price of the product is less then or equal to the second price; and

providing an indication, based on the determining that the current price of the product is less then or equal to the second price, that the benefit should be saved for a future transaction.